



WELCOME!

Welcome to the January 25, 2023 meeting of the
Buncombe County Tourism Development Authority

EXPLORE
ASHEVILLE
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

CALL TO ORDER

Chair Kathleen Mosher

Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation



Board Meeting

Wednesday, January 25, 2023 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Kathleen Mosher
9:05 a.m.	Welcome New Ex-Officio BCTDA Board Member Terri Wells, Buncombe County Commission	Kathleen Mosher
9:10 a.m.	Approval of November 30, 2022 Meeting Minutes	Kathleen Mosher
9:15 a.m.	Financial Reports a. November 2022 Financials b. December 2022 Financials	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent, Mason Scott, Buncombe County Assistant Finance Director
9:20 a.m.	FY23 Revenue Forecast Update	Jennifer Kass-Green
9:30 a.m.	BCTDA Finance Committee Appointments	Kathleen Mosher
9:35 a.m.	President & CEO Report a. Industry Metrics b. Lodging Report c. Meeting Location Updates d. Other Updates	Vic Isley
9:45 a.m.	Marketing Update	Marla Tambellini
10:05 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:10 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:15 a.m.	Miscellaneous Business	Kathleen Mosher
10:20 a.m.	Comments from the General Public	Kathleen Mosher
10:30 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, February 22, 2023**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.

FOR OUR REMOTE VIEWERS

Chair Kathleen Mosher

For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are available online and additional materials, including the PowerPoint presentation, will be posted later today.

Go to:

- > AshevilleCVB.com
- > About the Buncombe County TDA
- > Find out about upcoming BCTDA meetings

[About Buncombe County TDA](#) [Visitor Information](#) [Partner Login](#)


BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

[What We Do](#) ▾ [Business Toolkit](#) ▾ [Research & Reports](#) [News & Events](#) ▾ [Community Programs](#) ▾
[COVID-19 Resources](#) ▾ [Contact Us](#) ▾

About the Buncombe County TDA

What is the Buncombe County Tourism Development Authority?

The Buncombe County Tourism Development Authority is the public authority created in 1983 by an act of the North Carolina Legislature to oversee the collection and investment of **occupancy taxes** paid by travelers who stay overnight in commercial lodging establishments, such as hotels and motels, bed and breakfast operations, and vacation rentals such as Airbnb and VRBOs. The members of the Buncombe County TDA Board have a fiduciary responsibility to ensure that the tax dollars are spent in accordance with the specific legislation governing their use.

- [Meet the members of the Buncombe County TDA Board >>](#)
- [Find out about upcoming BCTDA meetings >>](#)
- [Review past BCTDA meeting minutes & documents >>](#)
- [Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings >>](#)

WELCOME NEW MEMBER

Welcome new BCTDA Board Member

TERRI WELLS

Buncombe County Commissioner

Appointed by the Buncombe County Board of Commissioners
as an ex-officio (non-voting) member



WELCOME BOARD & GUESTS

Chair Kathleen Mosher

- Welcome board members and guests who are in attendance
- Introductions around the room

MINUTES

Chair Kathleen Mosher

November 30, 2022 BCTDA Regular Meeting Minutes

- Questions/Comments
- Suggested Motion:

Motion to approve the November 30,
2022 meeting minutes

- Motion Second
- Discussion
- Vote

Board Meeting Minutes
Wednesday, November 30, 2022

Present (Voting):	Kathleen Mosher, Chair; Andrew Celwyn, Matthew Lehman, HP Patel, Scott Patel, Elizabeth Putnam, Larry Crosby, Michael Lusick
Absent (Voting):	Brenda Durden, Vice Chair
Present (Ex-Officio):	None
Absent (Ex-Officio):	Asheville City Councilmember Sandra Kilgore, Buncombe County Commissioner Robert Pressley
CVB Staff:	Vic Isley, Julia Simpson, Josh Jones, Ashley Greenstein, Marla Tambellini, Mike Kryzanek, Penelope Whitman, Luisa Yen, Mickey Poandl, Cass Herrington, McKenzie Provost, Joshua Runkles
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
In-Person Attendees:	Chris Kessler, CliftonLarsonAllen LLP (CLA) Chris Smith, Asheville Buncombe Regional Sports Commission Randy Claybrook, Asheville Bed and Breakfast Association Rachel Wood, Jaime Matthews; City of Asheville Jason Sanford, AshevilleVegas.com
Online Attendees:	Tina Porter, Khal Khoury, Emily Crosby, Carli Adams, Whitney Smith, Jay Tusa, Charlie Reed, Tiffany Thacker; CVB Staff Tina Kinsey, AVL Regional Airport Timothy Love, Buncombe County John Ellis, Prior BCTDA Board Member Jim Muth, TPDF committee Scott Kerchner, Element Asheville/TPDF committee Kit Cramer, Zach Wallace; Asheville Area Chamber of Commerce Madison Davis, Asheville Buncombe Regional Sports Commission Kevin Beattie, Anjali Pate; WLOS Megan Shields, MMGY Global

THANK YOU, DON!

Thank you for your service

DON WARN

Buncombe County Finance Director



NOVEMBER 2022 FINANCIAL REPORTS

DON WARN
BUNCOMBE COUNTY FINANCE DIRECTOR/
BCTDA FISCAL AGENT

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance

Operating and Earned Revenue Funds, Budget and Actual

November 30, 2022

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 27,217,602	\$ 2,828,072	\$ 9,538,654	\$ 17,678,948	35.0%	\$ 10,513,092	-9.3%
Investment income	-	1,863	7,642	(7,642)	-	536	1325.1%
Other income	-	12,513	12,513	(12,513)	-	-	-
Earned revenue	183,000	34,284	69,129	113,871	37.8%	70,870	-2.5%
Total revenues	<u>27,400,602</u>	<u>2,876,732</u>	<u>9,627,938</u>	<u>17,772,664</u>	<u>35.1%</u>	<u>10,584,498</u>	<u>-9.0%</u>
Expenditures:							
Salaries and Benefits	3,713,360	143,184	822,556	2,890,804	22.2%	904,401	-9.0%
Sales	2,159,000	143,582	671,054	1,487,946	31.1%	190,749	251.8%
Marketing	21,895,242	1,851,888	4,554,481	17,340,761	20.8%	3,344,633	36.2%
Community Engagement	300,000	839	41,574	258,426	13.9%	21,458	93.7%
Administration & Facilities	1,150,000	57,336	374,398	775,602	32.6%	287,036	30.4%
Events/Festivals/Sponsorships	225,000	90,150	123,729	101,271	55.0%	11,167	1008.0%
Total expenditures	<u>29,442,602</u>	<u>2,286,979</u>	<u>6,587,790</u>	<u>22,854,812</u>	<u>22.4%</u>	<u>4,759,444</u>	<u>38.4%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>589,753</u>	<u>3,040,148</u>			<u>\$ 5,825,054</u>	<u>-47.8%</u>
Other Financing Sources:							
Carried over earned income	42,000	-	-				
Total other financing sources	<u>42,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (2,000,000)</u>	<u>\$ 589,753</u>	<u>3,040,148</u>				
Fund balance, beginning of year			26,388,557				
Fund balance, end of month			<u>\$ 29,428,705</u>				

As directed by State statute, two-thirds of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and one-third is dedicated to tourism-related community investments, split equally between the Tourism Product Development Fund (TPDF) and the Legacy Investment for Tourism (LIFT) Fund. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,794,199 and revenue dedicated to LIFT is projected at \$6,794,199 for FY23.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

November 30, 2022

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 2,449,683	\$ 2,807,310	-13%	\$ 2,449,683	\$ 2,807,310	-13%	\$ 603,280	\$ 935,770	-36%	\$ 603,280	\$ 935,770	-36%
August	2,099,768	2,327,847	-10%	4,549,450	5,135,157	-11%	517,107	\$ 775,949	-33%	1,120,387	1,711,719	-35%
September	2,161,132	2,282,494	-5%	6,710,582	7,417,651	-10%	532,219	\$ 760,831	-30%	1,652,606	2,472,550	-33%
October	2,828,072	3,095,441	-9%	9,538,654	10,513,092	-9%	696,466	\$ 1,031,814	-33%	2,349,072	3,504,364	-33%
November	-	2,532,306	-	-	13,045,398	-	-	\$ 844,102	-	-	4,348,466	-
December	-	2,163,491	-	-	15,208,889	-	-	\$ 721,164	-	-	5,069,630	-
January	-	1,376,073	-	-	16,584,963	-	-	\$ 458,691	-	-	5,528,321	-
February	-	1,561,811	-	-	18,146,773	-	-	\$ 520,604	-	-	6,048,924	-
March	-	2,001,097	-	-	20,147,870	-	-	\$ 667,032	-	-	6,715,957	-
April	-	2,347,369	-	-	22,495,239	-	-	\$ 782,456	-	-	7,498,413	-
May	-	2,302,712	-	-	24,797,952	-	-	\$ 767,571	-	-	8,265,984	-
June	-	2,479,000	-	-	27,276,952	-	-	\$ 826,333	-	-	9,092,317	-
Total revenues	<u>\$ 9,538,654</u>	<u>\$ 27,276,952</u>		<u>\$ 9,538,654</u>	<u>\$ 27,276,952</u>		<u>\$ 2,349,072</u>	<u>\$ 9,092,317</u>		<u>\$ 2,349,072</u>	<u>\$ 9,092,317</u>	

Month of room sales:	Legacy Investment from Tourism Fund						Total Revenue Summary					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 603,280	\$ -	-	\$ 603,280	\$ -	-	\$ 3,656,243	\$ 3,743,080	-2%	\$ 3,656,243	\$ 3,743,080	-2%
August	517,107	-	-	1,120,387	-	-	3,133,982	\$ 3,103,796	1%	6,790,224	6,846,876	-1%
September	532,219	-	-	1,652,606	-	-	3,225,570	\$ 3,043,325	6%	10,015,794	9,890,201	1%
October	696,466	-	-	2,349,072	-	-	4,221,003	\$ 4,127,255	2%	14,236,798	14,017,456	2%
November	-	-	-	-	-	-	-	\$ 3,376,408	-	-	17,393,864	-
December	-	-	-	-	-	-	-	\$ 2,884,655	-	-	20,278,519	-
January	-	-	-	-	-	-	-	\$ 1,834,764	-	-	22,113,284	-
February	-	-	-	-	-	-	-	\$ 2,082,414	-	-	24,195,698	-
March	-	-	-	-	-	-	-	\$ 2,668,129	-	-	26,863,827	-
April	-	-	-	-	-	-	-	\$ 3,129,825	-	-	29,993,652	-
May	-	-	-	-	-	-	-	\$ 3,070,283	-	-	33,063,936	-
June	-	-	-	-	-	-	-	\$ 3,305,333	-	-	36,369,269	-
Total revenues	<u>\$ 2,349,072</u>	<u>\$ -</u>		<u>\$ 2,349,072</u>	<u>\$ -</u>		<u>\$14,236,798</u>	<u>\$36,369,269</u>		<u>\$ 14,236,798</u>	<u>\$36,369,269</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY Monthly Product Development Fund Summary

November 30, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 26,452,570	\$ 27,523,345	\$ (1,070,775)	104.0%
Investment Income	-	1,723,273	(1,723,273)	0.0%
Total revenues	26,452,570	29,246,618	(2,794,048)	110.6%
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	430,000	150,000	74.1%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	8,140,000	-	8,140,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,750,000	-	6,750,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	172,863	627,137	21.6%
2018 River Front Development Group (African-American Heritage Museum at Stephens-Le	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	26,860	473,140	5.4%
2022 Asheville Glass Art School dba North Carolina Glass Center (Glass Center in Black M	330,000	-	330,000	-
2022 Asheville Museum of Science AMOS (Museum Beautification Project)	125,000	-	125,000	-
2022 Asheville on Bikes (AVL Unpaved - Phase I)	188,355	-	188,355	-
2022 City of Asheville (Asheville Muni Golf Course Revitalization Phase I)	1,641,425	-	1,641,425	-
2022 City of Asheville (Coxe Avenue Green Street)	1,950,000	-	1,950,000	-
2022 City of Asheville (Swannanoa River Greenway)	2,300,000	-	2,300,000	-
2022 City of Asheville (WNC Nature Center- Gateway to the Southern Appalachian Enhanc	567,000	-	567,000	-
2022 Pack Place Performing Arts dba Wortham Center for the Performing Arts (The Worth	80,000	-	80,000	-
2022 Riverlink, Inc. (Karen Cragnolin Park - Greenway Phase)	360,790	-	360,790	-
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track Renovation &	1,500,000	-	1,500,000	-
Total product development projects	26,037,570	629,723	25,407,847	2.4%
Product development fund administration	415,000	143,684	271,316	34.6%
Total product development fund	\$ 26,452,570	\$ 773,406	\$ 25,679,164	2.9%
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 28,473,212		
Less: Liabilities/Outstanding Grants		(25,407,847)		
Less: Unspent Admin Budget (Current Year)		(271,316)		
Current Product Development Amount Available		\$ 2,794,048		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Legacy Investment from Tourism Fund

November 30, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ -	\$ 2,349,072	\$ (2,349,072)	0.0%
Investment Income	-	-	-	-
Total revenues	<u>-</u>	<u>2,349,072</u>	<u>(2,349,072)</u>	<u>0.0%</u>
Expenditures:				
LIFT projects:				
	-	-	-	-
	-	-	-	-
Total product development projects	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
LIFT fund administration	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Total product development fund	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>-</u>
Legacy Investment from Tourism Funds Available for Future Grants				
Total Net Assets		\$ 2,349,072		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		<u>\$ 2,349,072</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

November 30, 2022

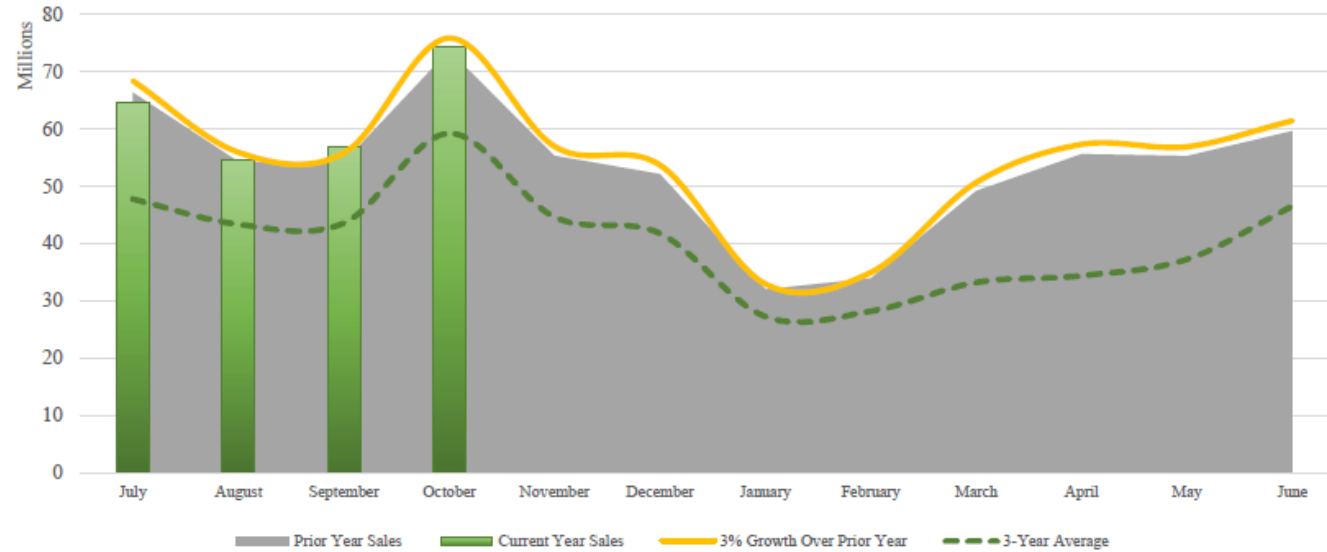
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	\$ 31,309,903	\$ 28,473,212	\$ 2,349,072	\$ 59,783,115
Receivables	-	-	-	-
Total current assets	<u>\$ 31,309,903</u>	<u>\$ 28,473,212</u>	<u>\$ 2,349,072</u>	<u>59,783,115</u>
Liabilities:				
Current liabilities:				-
Accounts payable	\$ 1,735,247	\$ -	\$ -	\$ 1,735,247
Future events payable	145,950	\$ 25,407,847	\$ -	\$ 25,553,797
Total current liabilities	<u>1,881,197</u>	<u>\$ 25,407,847</u>	<u>\$ -</u>	<u>\$ 27,289,045</u>
				-
Fund Balances:				-
Restricted for product development fund	-	2,941,783	-	2,941,783
Restricted for LIFT fund	-	-	2,349,072	2,349,072
Committed for event support program	36,653	-	-	36,653
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	12,605,843	-	-	12,605,843
Total fund balances	<u>29,428,705</u>	<u>3,065,365</u>	<u>2,349,072</u>	<u>34,719,560</u>
Total liabilities and fund balances	<u>\$ 31,309,903</u>	<u>\$ 28,473,212</u>	<u>\$ 2,349,072</u>	<u>\$ 59,783,115</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

November 30, 2022



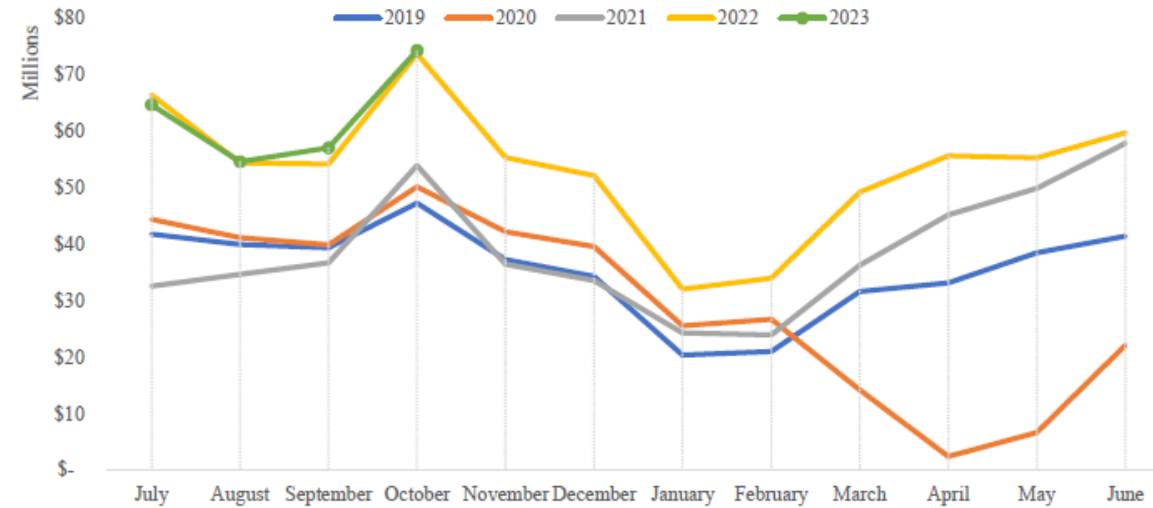
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 64,667,846	\$ 66,404,238	-3%	-3%	\$ 68,396,365	\$ 47,779,105
August	54,581,750	54,349,696	0%	-1%	55,980,187	43,375,563
September	57,043,186	54,181,143	5%	1%	55,806,578	43,577,827
October	74,275,212	73,696,268	1%	1%	75,907,156	59,252,978
November	-	55,321,427	-	-	56,981,069	44,656,752
December	-	52,145,316	-	-	53,709,675	41,773,138
January	-	32,007,272	-	-	32,967,491	27,271,282
February	-	33,951,925	-	-	34,970,483	28,193,795
March	-	49,181,252	-	-	50,656,690	33,211,086
April	-	55,646,787	-	-	57,316,191	34,406,782
May	-	55,285,283	-	-	56,943,841	37,258,211
June	-	59,672,224	-	-	61,462,391	46,538,894
Total revenues	<u>\$250,567,994</u>	<u>\$ 641,842,832</u>			<u>\$661,098,117</u>	<u>\$487,295,411</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

November 30, 2022



	2019	2020	2021	2022	2023
Month of lodging sales:					
July	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,404,238	\$ 64,667,846
August	39,917,550	41,113,655	34,663,339	54,349,696	54,581,750
September	39,327,048	39,869,174	36,683,164	54,181,143	57,043,186
October	47,272,253	50,148,618	53,914,047	73,696,268	74,275,212
November	37,240,595	42,190,154	36,458,675	55,321,427	-
December	34,272,393	39,595,569	33,578,528	52,145,316	-
January	20,347,077	25,561,453	24,245,119	32,007,272	-
February	20,985,316	26,696,319	23,933,141	33,951,925	-
March	31,638,002	14,208,120	36,243,884	49,181,252	-
April	33,141,034	2,402,461	45,171,098	55,646,787	-
May	38,464,222	6,624,541	49,864,809	55,285,283	-
June	41,413,202	22,108,839	57,835,620	59,672,224	-
Total lodging sales	\$ 425,752,967	\$ 354,904,866	\$ 465,138,537	\$ 641,842,832	\$ 250,567,994

PG 8

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

November 30, 2022

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 38,243,319	\$ 41,364,569	-7.5%	-7.5%	\$ 24,308,555	\$ 23,357,779	4.1%	4.1%	\$ 2,115,973	\$ 1,681,890	25.8%	25.8%	\$ 64,667,846	\$ 66,404,238	-2.6%	-2.6%
August	32,413,773	33,288,678	-2.6%	-5.4%	20,482,703	19,647,131	4.3%	4.2%	1,685,274	1,413,887	19.2%	22.8%	54,581,750	54,349,696	0.4%	-1.2%
September	35,736,782	34,410,077	3.9%	-2.4%	19,358,051	18,331,924	5.6%	4.6%	1,948,354	1,439,143	35.4%	26.8%	57,043,186	54,181,143	5.3%	0.8%
October	48,934,964	49,777,745	-1.7%	-2.2%	22,519,870	21,821,793	3.2%	4.2%	2,820,379	2,096,730	34.5%	29.2%	74,275,212	73,696,268	0.8%	0.8%
November	-	36,209,998	-		-	17,628,298	-		-	1,483,131	-		-	55,321,427	-	
December	-	34,591,966	-		-	16,302,722	-		-	1,250,628	-		-	52,145,316	-	
January	-	15,401,453	-		-	16,106,588	-		-	499,232	-		-	32,007,272	-	
February	-	17,587,944	-		-	15,576,243	-		-	787,738	-		-	33,951,925	-	
March	-	27,907,881	-		-	19,988,357	-		-	1,285,014	-		-	49,181,252	-	
April	-	33,881,484	-		-	20,118,953	-		-	1,646,351	-		-	55,646,787	-	
May	-	33,766,102	-		-	19,642,698	-		-	1,876,483	-		-	55,285,283	-	
June	-	36,779,176	-		-	20,918,658	-		-	1,974,390	-		-	59,672,224	-	
Total	<u>\$ 155,328,837</u>	<u>\$ 394,967,072</u>			<u>\$ 86,669,178</u>	<u>\$ 229,441,144</u>			<u>\$ 8,569,979</u>	<u>\$ 17,434,615</u>			<u>\$ 250,567,994</u>	<u>\$ 641,842,832</u>		

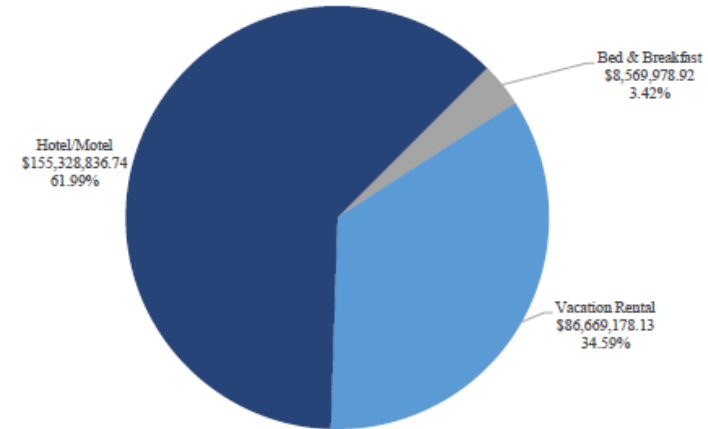
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

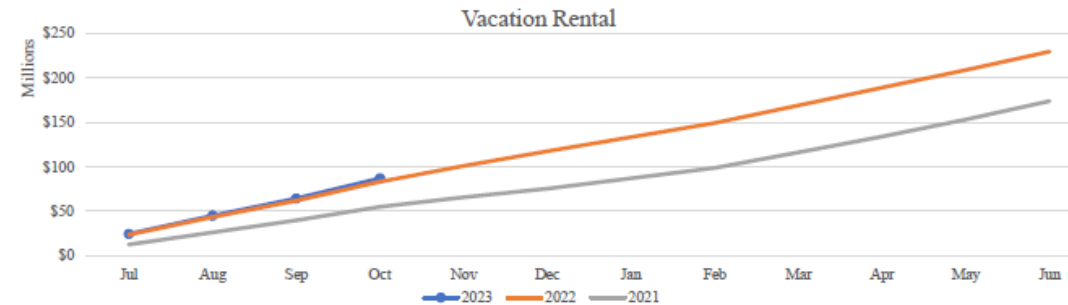
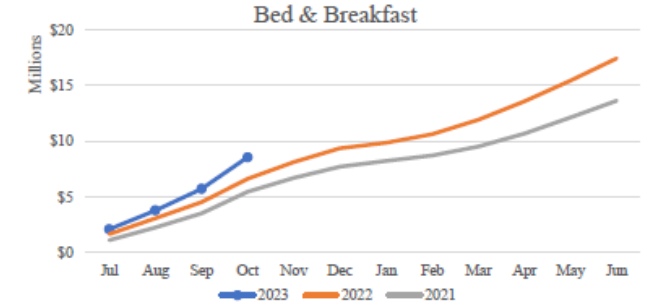
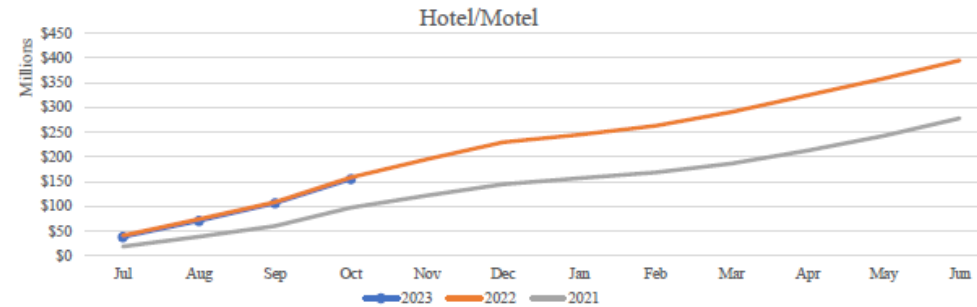
Shown by Month of Sale, Year-to-Date

November 30, 2022

Total Lodging Sales by Type, Year-to-Date



Year-to-Date Lodging Sales by Type, Compared to Prior Year



FINANCIAL REPORTS

Questions/Discussion

FINANCIAL REPORTS

Chair Kathleen Mosher

- Suggested Motion:

Motion to approve the November 2022 Financial Reports as presented

- Motion Second

- Discussion

- Vote

DECEMBER 2022 FINANCIAL REPORTS

MASON SCOTT
BUNCOMBE COUNTY
ASSISTANT FINANCE DIRECTOR

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance
Operating and Earned Revenue Funds, Budget and Actual
December 31, 2022

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 27,217,602	\$ 2,031,798	\$ 11,570,453	\$ 15,647,149	42.5%	\$ 13,045,398	-11.3%
Investment income	-	1,977	9,619	(9,619)	-	585	1543.1%
Other income	-	-	12,513	(12,513)	-	-	-
Earned revenue	183,000	614	69,743	113,257	38.1%	98,420	-29.1%
Total revenues	<u>27,400,602</u>	<u>2,034,389</u>	<u>11,662,327</u>	<u>15,738,275</u>	<u>42.6%</u>	<u>13,144,404</u>	<u>-11.3%</u>
Expenditures:							
Salaries and Benefits	3,713,360	334,926	1,157,482	2,555,878	31.2%	1,180,855	-2.0%
Sales	2,159,000	36,914	707,968	1,451,032	32.8%	231,993	205.2%
Marketing	21,895,242	1,670,138	6,224,619	15,670,623	28.4%	3,656,498	70.2%
Community Engagement	300,000	6,074	47,647	252,353	15.9%	29,127	63.6%
Administration & Facilities	1,150,000	64,319	438,717	711,283	38.1%	333,101	31.7%
Events/Festivals/Sponsorships	225,000	1,000	124,729	100,271	55.4%	133,667	-6.7%
Total expenditures	<u>29,442,602</u>	<u>2,113,371</u>	<u>8,701,161</u>	<u>20,741,441</u>	<u>29.6%</u>	<u>5,565,240</u>	<u>56.3%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>(78,982)</u>	<u>2,961,166</u>			<u>\$ 7,579,164</u>	<u>-60.9%</u>
Other Financing Sources:							
Carried over earned income	<u>42,000</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>42,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (2,000,000)</u>	<u>\$ (78,982)</u>	<u>2,961,166</u>				
Fund balance, beginning of year			<u>26,388,557</u>				
Fund balance, end of month			<u>\$ 29,349,723</u>				

As directed by State statute, two-thirds of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and one-third is dedicated to tourism-related community investments, split equally between the Tourism Product Development Fund (TPDF) and the Legacy Investment for Tourism (LIFT) Fund. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,794,199 and revenue dedicated to LIFT is projected at \$6,794,199 for FY23.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

December 31, 2022

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 2,449,683	\$ 2,807,310	-13%	\$ 2,449,683	\$ 2,807,310	-13%	\$ 603,280	\$ 935,770	-36%	\$ 603,280	\$ 935,770	-36%
August	2,099,768	2,327,847	-10%	4,549,450	5,135,157	-11%	517,107	\$ 775,949	-33%	1,120,387	1,711,719	-35%
September	2,161,132	2,282,494	-5%	6,710,582	7,417,651	-10%	532,219	\$ 760,831	-30%	1,652,606	2,472,550	-33%
October	2,828,072	3,095,441	-9%	9,538,654	10,513,092	-9%	696,466	\$ 1,031,814	-33%	2,349,072	3,504,364	-33%
November	2,031,798	2,532,306	-20%	11,570,453	13,045,398	-11%	500,368	\$ 844,102	-41%	2,849,440	4,348,466	-34%
December	-	2,163,491	-	-	15,208,889	-	-	\$ 721,164	-	-	5,069,630	-
January	-	1,376,073	-	-	16,584,963	-	-	\$ 458,691	-	-	5,528,321	-
February	-	1,561,811	-	-	18,146,773	-	-	\$ 520,604	-	-	6,048,924	-
March	-	2,001,097	-	-	20,147,870	-	-	\$ 667,032	-	-	6,715,957	-
April	-	2,347,369	-	-	22,495,239	-	-	\$ 782,456	-	-	7,498,413	-
May	-	2,302,712	-	-	24,797,952	-	-	\$ 767,571	-	-	8,265,984	-
June	-	2,479,000	-	-	27,276,952	-	-	\$ 826,333	-	-	9,092,317	-
Total revenues	<u>\$ 11,570,453</u>	<u>\$ 27,276,952</u>		<u>\$ 11,570,453</u>	<u>\$ 27,276,952</u>		<u>\$ 2,849,440</u>	<u>\$ 9,092,317</u>		<u>\$ 2,849,440</u>	<u>\$ 9,092,317</u>	

Month of room sales:	Legacy Investment from Tourism Fund						Total Revenue Summary					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 603,280	\$ -	-	\$ 603,280	\$ -	-	\$ 3,656,243	\$ 3,743,080	-2%	\$ 3,656,243	\$ 3,743,080	-2%
August	517,107	-	-	1,120,387	-	-	3,133,982	\$ 3,103,796	1%	6,790,224	6,846,876	-1%
September	532,219	-	-	1,652,606	-	-	3,225,570	\$ 3,043,325	6%	10,015,794	9,890,201	1%
October	696,466	-	-	2,349,072	-	-	4,221,003	\$ 4,127,255	2%	14,236,798	14,017,456	2%
November	500,368	-	-	2,849,440	-	-	3,032,535	\$ 3,376,408	-10%	17,269,332	17,393,864	-1%
December	-	-	-	-	-	-	-	\$ 2,884,655	-	-	20,278,519	-
January	-	-	-	-	-	-	-	\$ 1,834,764	-	-	22,113,284	-
February	-	-	-	-	-	-	-	\$ 2,082,414	-	-	24,195,698	-
March	-	-	-	-	-	-	-	\$ 2,668,129	-	-	26,863,827	-
April	-	-	-	-	-	-	-	\$ 3,129,825	-	-	29,993,652	-
May	-	-	-	-	-	-	-	\$ 3,070,283	-	-	33,063,936	-
June	-	-	-	-	-	-	-	\$ 3,305,333	-	-	36,369,269	-
Total revenues	<u>\$ 2,849,440</u>	<u>\$ -</u>		<u>\$ 2,849,440</u>	<u>\$ -</u>		<u>\$17,269,332</u>	<u>\$36,369,269</u>		<u>\$ 17,269,332</u>	<u>\$36,369,269</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

December 31, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 26,452,570	\$ 28,023,713	\$ (1,571,143)	105.9%
Investment Income	-	1,871,612	(1,871,612)	0.0%
Total revenues	26,452,570	29,895,325	(3,442,755)	113.0%
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	430,000	150,000	74.1%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	8,140,000	-	8,140,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,750,000	-	6,750,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	172,863	627,137	21.6%
2018 River Front Development Group (African-American Heritage Museum at Stephens-Le	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	33,493	466,507	6.7%
2022 Asheville Glass Art School dba North Carolina Glass Center (Glass Center in Black M	330,000	-	330,000	-
2022 Asheville Museum of Science AMOS (Museum Beautification Project)	125,000	-	125,000	-
2022 Asheville on Bikes (AVL Unpaved - Phase I)	188,355	-	188,355	-
2022 City of Asheville (Asheville Muni Golf Course Revitalization Phase I)	1,641,425	-	1,641,425	-
2022 City of Asheville (Coxe Avenue Green Street)	1,950,000	-	1,950,000	-
2022 City of Asheville (Swannanoa River Greenway)	2,300,000	-	2,300,000	-
2022 City of Asheville (WNC Nature Center- Gateway to the Southern Appalachian Enhanc	567,000	-	567,000	-
2022 Pack Place Performing Arts dba Wortham Center for the Performing Arts (The Worth	80,000	-	80,000	-
2022 Riverlink, Inc. (Karen Cragnolin Park - Greenway Phase)	360,790	-	360,790	-
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track Renovation &	1,500,000	-	1,500,000	-
Total product development projects	26,037,570	636,356	25,401,214	2.4%
Product development fund administration	415,000	145,754	269,246	35.1%
Total product development fund	\$ 26,452,570	\$ 782,109	\$ 25,670,461	3.0%
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 29,113,216		
Less: Liabilities/Outstanding Grants		(25,401,214)		
Less: Unspent Admin Budget (Current Year)		(269,246)		
Current Product Development Amount Available		\$ 3,442,755		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Legacy Investment from Tourism Fund

December 31, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ -	\$ 2,849,440	\$ (2,849,440)	0.0%
Investment Income	-	-	-	-
Total revenues	-	2,849,440	(2,849,440)	0.0%
Expenditures:				
LIFT projects:				
	-	-	-	-
	-	-	-	-
Total product development projects	-	-	-	-
	-	-	-	-
LIFT fund administration	-	-	-	-
	-	-	-	-
Total product development fund	\$ -	\$ -	\$ -	-
Legacy Investment from Tourism Funds Available for Future Grants				
Total Net Assets		\$ 2,849,440		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		<u>\$ 2,849,440</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

December 31, 2022

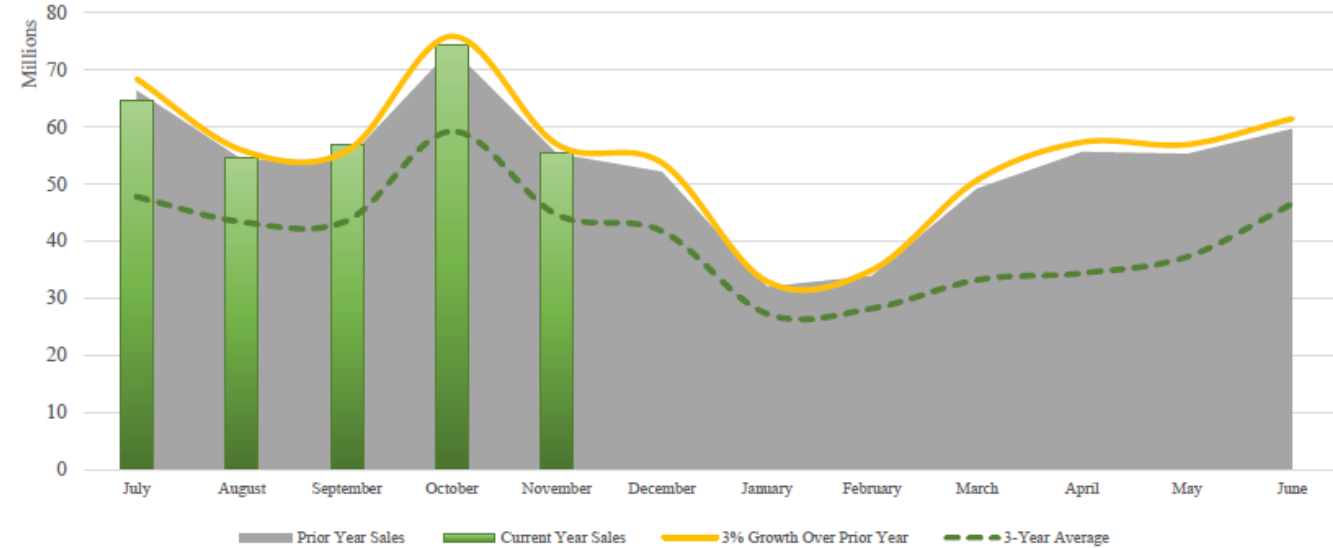
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	\$ 31,241,021	\$ 29,113,216	\$ 2,849,440	\$ 60,354,237
Receivables	-	-	-	-
Total current assets	<u>\$ 31,241,021</u>	<u>\$ 29,113,216</u>	<u>\$ 2,849,440</u>	<u>60,354,237</u>
Liabilities:				
Current liabilities:				-
Accounts payable	\$ 1,745,647	\$ -	\$ -	\$ 1,745,647
Future events payable	145,650	\$ 25,401,214	\$ -	\$ 25,546,864
Total current liabilities	<u>1,891,297</u>	<u>\$ 25,401,214</u>	<u>\$ -</u>	<u>\$ 27,292,512</u>
				-
Fund Balances:				-
Restricted for product development fund	-	3,588,420	-	3,588,420
Restricted for LIFT fund	-	-	2,849,440	2,849,440
Committed for event support program	(6,146,216)	-	-	(6,146,216)
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	18,709,730	-	-	18,709,730
Total fund balances	<u>29,349,723</u>	<u>3,712,002</u>	<u>2,849,440</u>	<u>35,787,583</u>
Total liabilities and fund balances	<u>\$ 31,241,021</u>	<u>\$ 29,113,216</u>	<u>\$ 2,849,440</u>	<u>\$ 60,354,237</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

December 31, 2022



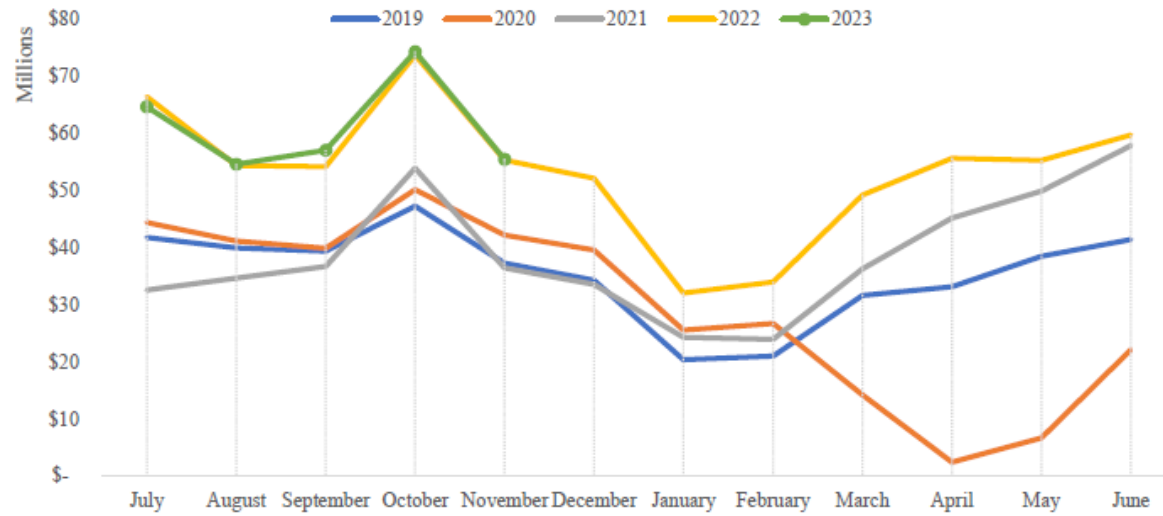
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 64,670,134	\$ 66,404,238	-3%	-3%	\$ 68,396,365	\$ 47,779,105
August	54,583,070	54,349,696	0%	-1%	55,980,187	43,375,563
September	57,044,399	54,181,143	5%	1%	55,806,578	43,577,827
October	74,289,142	73,696,268	1%	1%	75,907,156	59,252,978
November	55,456,733	55,321,427	0%	1%	56,981,069	44,656,752
December	-	52,145,316	-	-	53,709,675	41,773,138
January	-	32,007,272	-	-	32,967,491	27,271,282
February	-	33,951,925	-	-	34,970,483	28,193,795
March	-	49,183,252	-	-	50,658,750	33,211,752
April	-	55,647,867	-	-	57,317,303	34,407,142
May	-	55,286,363	-	-	56,944,954	37,258,571
June	-	59,672,224	-	-	61,462,391	46,538,894
Total revenues	<u>\$306,043,478</u>	<u>\$ 641,846,992</u>			<u>\$661,102,401</u>	<u>\$487,296,798</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

December 31, 2022



	2019	2020	2021	2022	2023
Month of lodging sales:					
July	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,404,238	\$ 64,670,134
August	39,917,550	41,113,655	34,663,339	54,349,696	54,583,070
September	39,327,048	39,869,174	36,683,164	54,181,143	57,044,399
October	47,272,253	50,148,618	53,914,047	73,696,268	74,289,142
November	37,240,595	42,190,154	36,458,675	55,321,427	55,456,733
December	34,272,393	39,595,569	33,578,528	52,145,316	-
January	20,347,077	25,561,453	24,245,119	32,007,272	-
February	20,985,316	26,696,319	23,933,141	33,951,925	-
March	31,638,002	14,208,120	36,243,884	49,183,252	-
April	33,141,034	2,402,461	45,171,098	55,647,867	-
May	38,464,222	6,624,541	49,864,809	55,286,363	-
June	41,413,202	22,108,839	57,835,620	59,672,224	-
Total lodging sales	\$ 425,752,967	\$ 354,904,866	\$ 465,138,537	\$ 641,846,992	\$ 306,043,478

PG 8

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

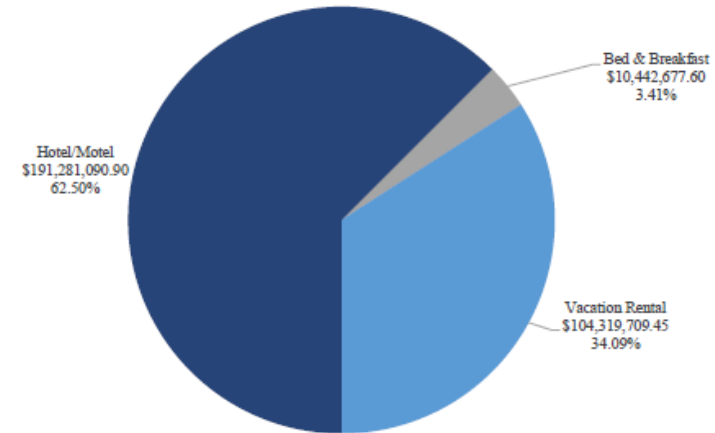
Shown by Month of Sale, Year-to-Date

December 31, 2022

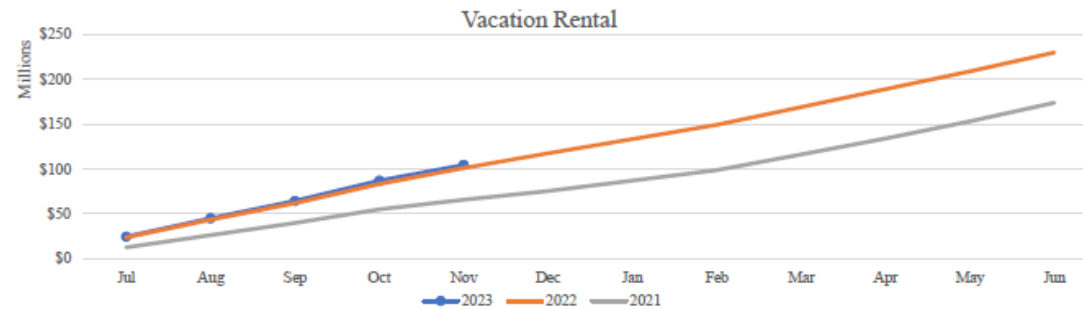
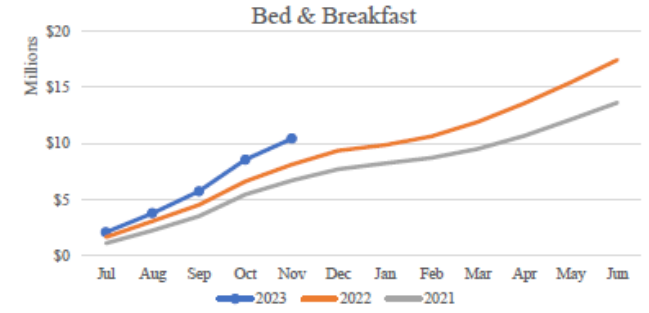
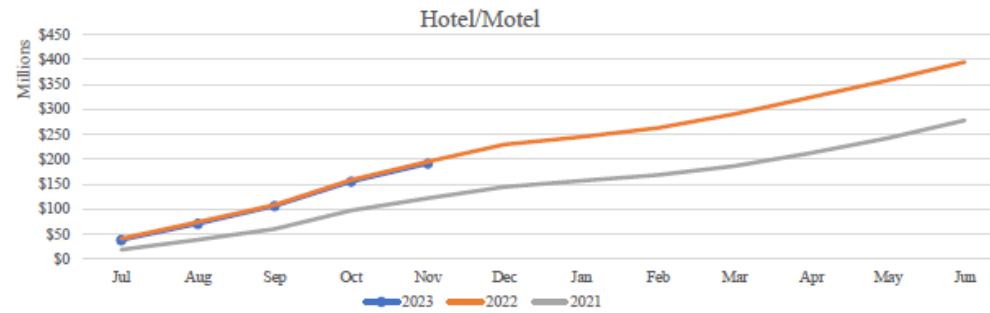
Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 38,243,319	\$ 41,364,569	-7.5%	-7.5%	\$ 24,309,515	\$ 23,357,779	4.1%	4.1%	\$ 2,117,300	\$ 1,681,890	25.9%	25.9%	\$ 64,670,134	\$ 66,404,238	-2.6%	-2.6%
August	32,413,773	33,288,678	-2.6%	-5.4%	20,484,023	19,647,131	4.3%	4.2%	1,685,274	1,413,887	19.2%	22.8%	54,583,070	54,349,696	0.4%	-1.2%
September	35,736,782	34,410,077	3.9%	-2.4%	19,359,131	18,331,924	5.6%	4.6%	1,948,487	1,439,143	35.4%	26.8%	57,044,399	54,181,143	5.3%	0.8%
October	48,934,964	49,777,745	-1.7%	-2.2%	22,527,755	21,821,793	3.2%	4.2%	2,826,424	2,096,730	34.8%	29.3%	74,289,142	73,696,268	0.8%	0.8%
November	35,952,254	36,209,998	-0.7%	-1.9%	17,639,287	17,628,298	0.1%	3.5%	1,865,193	1,483,131	25.8%	28.7%	55,456,733	55,321,427	0.2%	0.7%
December	-	34,591,966	-	-	-	16,302,722	-	-	-	1,250,628	-	-	-	52,145,316	-	-
January	-	15,401,453	-	-	-	16,106,588	-	-	-	499,232	-	-	-	32,007,272	-	-
February	-	17,587,944	-	-	-	15,576,243	-	-	-	787,738	-	-	-	33,951,925	-	-
March	-	27,907,881	-	-	-	19,990,357	-	-	-	1,285,014	-	-	-	49,183,252	-	-
April	-	33,881,484	-	-	-	20,120,033	-	-	-	1,646,351	-	-	-	55,647,867	-	-
May	-	33,766,102	-	-	-	19,643,778	-	-	-	1,876,483	-	-	-	55,286,363	-	-
June	-	36,779,176	-	-	-	20,918,658	-	-	-	1,974,390	-	-	-	59,672,224	-	-
Total	\$ 191,281,091	\$ 394,967,072			\$ 104,319,709	\$ 229,445,304			\$ 10,442,678	\$ 17,434,615			\$ 306,043,478	\$ 641,846,992		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
 Total Lodging Sales by Type
 Shown by Month of Sale, Year-to-Date
 December 31, 2022

Total Lodging Sales by Type, Year-to-Date



Year-to-Date Lodging Sales by Type, Compared to Prior Year



FINANCIAL REPORTS

Questions/Discussion

FINANCIAL REPORTS

Chair Kathleen Mosher

- Suggested Motion:

Motion to approve the December 2022 Financial Reports as presented

- Motion Second

- Discussion

- Vote

FINANCE COMMITTEE APPOINTMENTS

KATHLEEN MOSHER
BCTDA BOARD CHAIR

FINANCE COMMITTEE

Chair Kathleen Mosher

- BCTDA Finance Committee Appointments:
 - Matthew Lehman, Treasurer of the Nonprofit, The Grand Bohemian Hotel
 - Kathleen Mosher, BCTDA Board Chair, The Biltmore Company
 - Chip Craig, Greybeard Realty
 - HP Patel, BCA Hotels

FINANCE COMMITTEE

Chair Kathleen Mosher

- Suggested Motion:

Motion to approve the BCTDA Finance Committee appointments as presented

- Motion Second

- Discussion

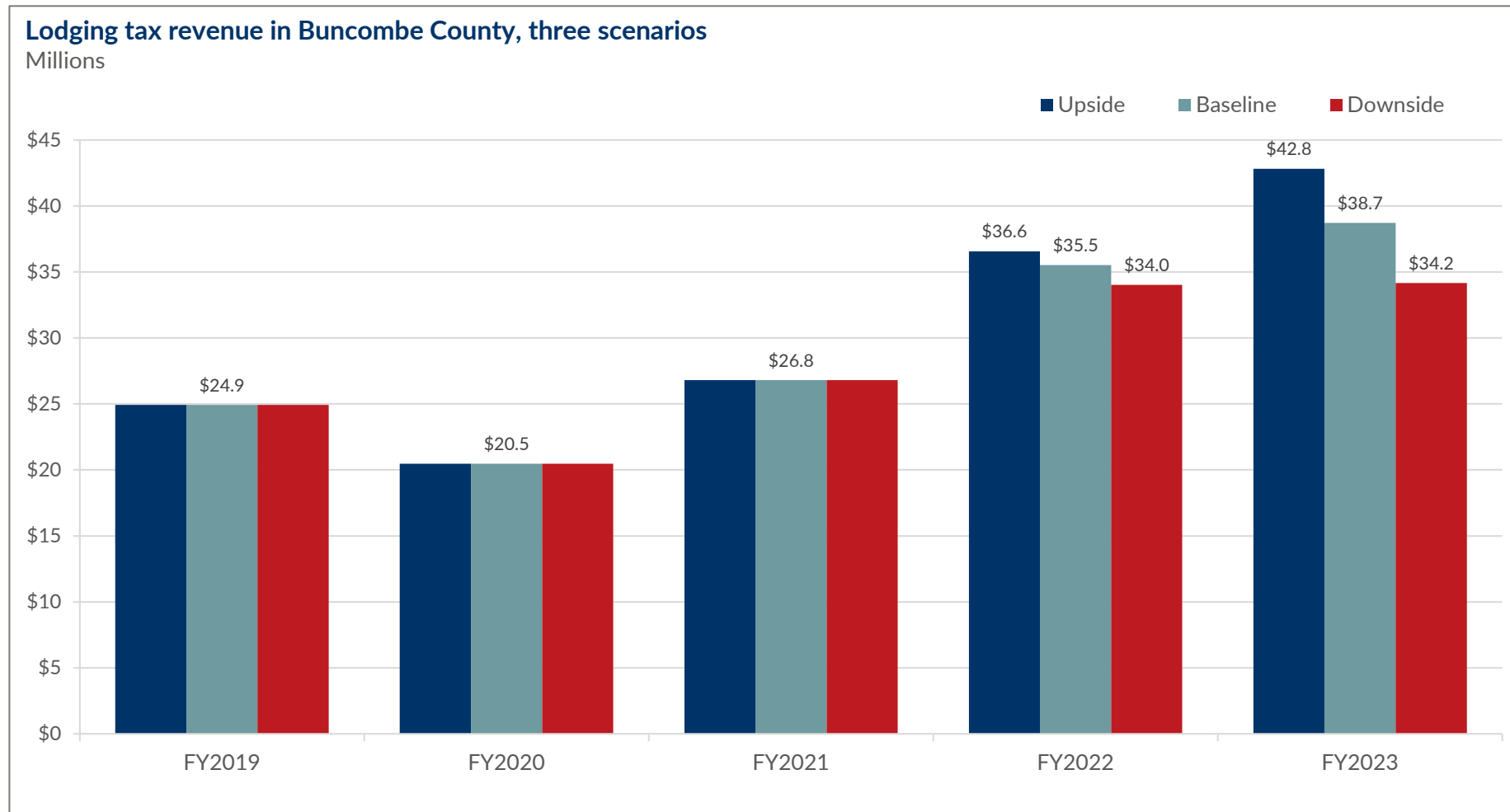
- Vote

FY23 REVENUE FORECAST UPDATE

JENNIFER KASS-GREEN

VICE PRESIDENT OF CULTURE & BUSINESS AFFAIRS

ORIGINAL LODGING TAX FORECAST

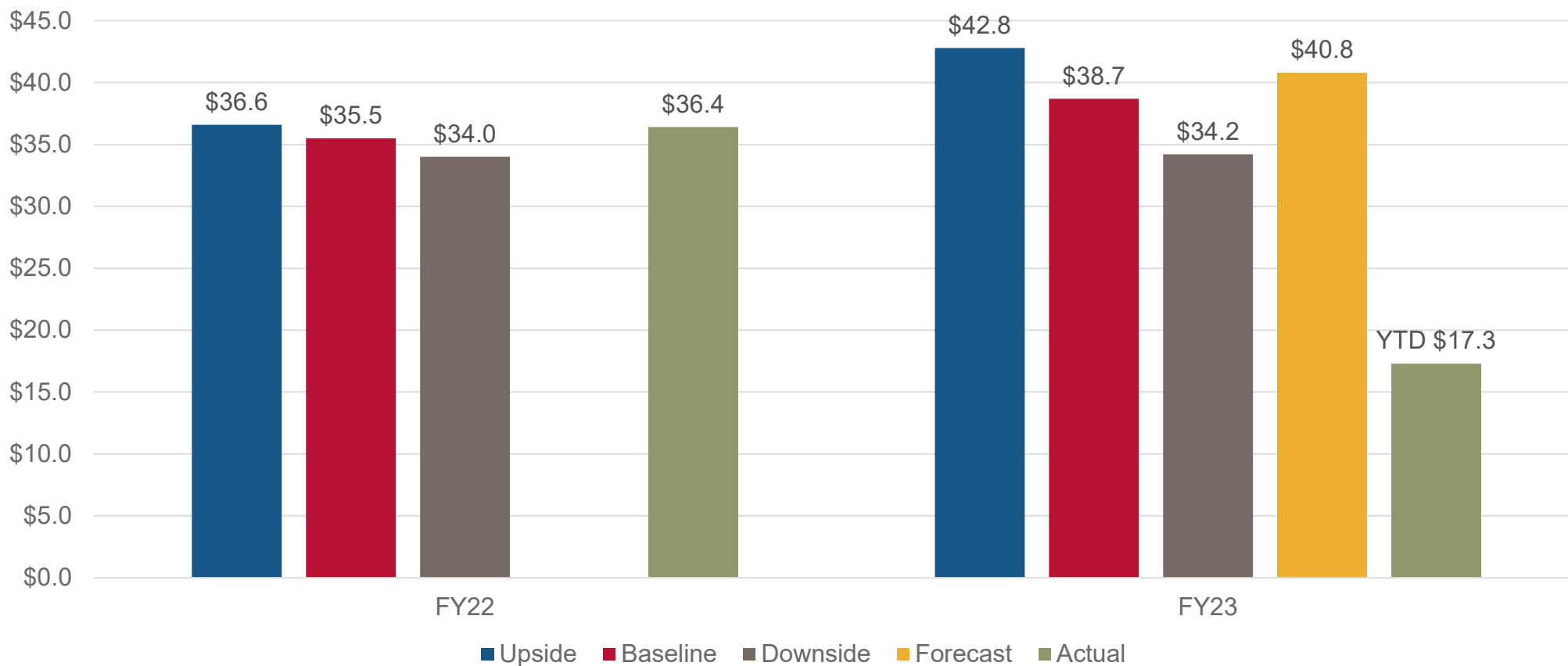


Source: Buncombe County, Tourism Economics

LODGING TAX STATUS

Lodging tax revenue in Buncombe County, three scenarios

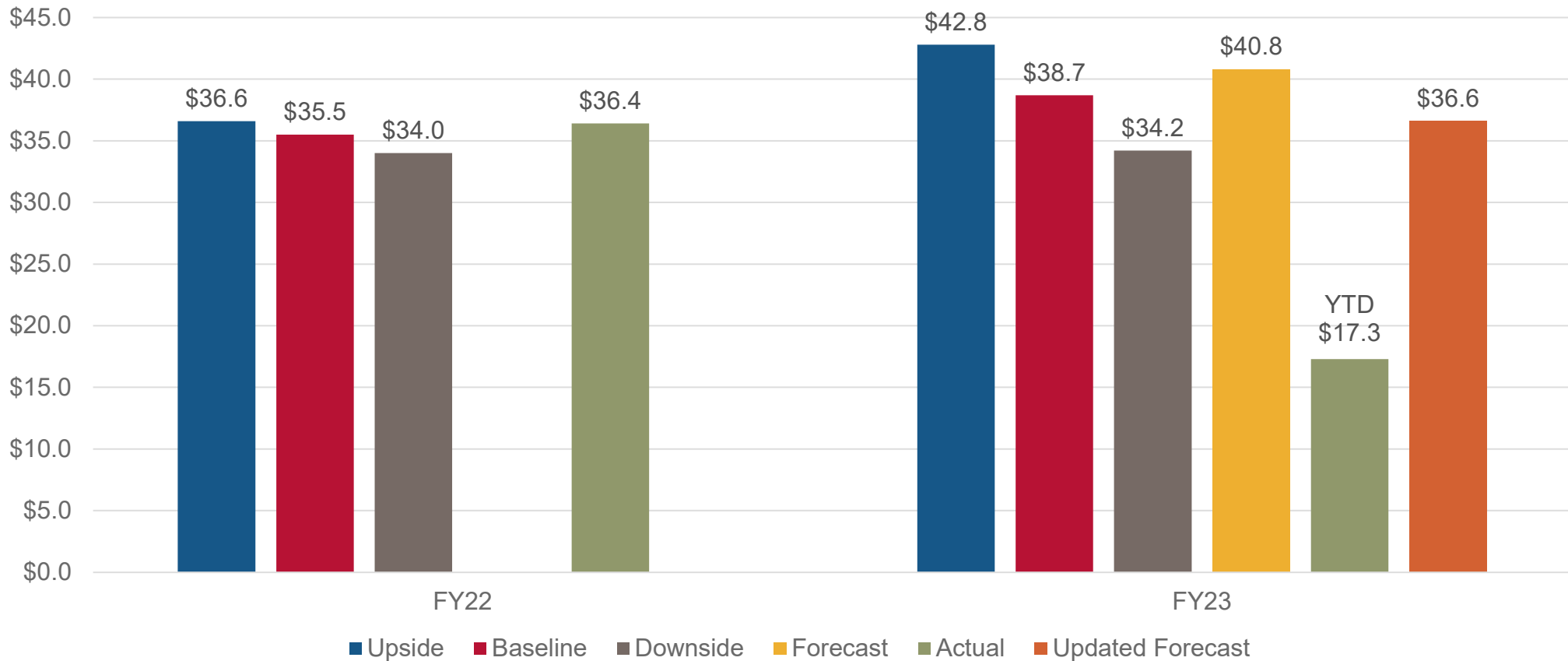
Millions



LODGING TAX STATUS: LOOKING AHEAD

Lodging tax revenue in Buncombe County, three scenarios

Millions



LODGING TAX STATUS

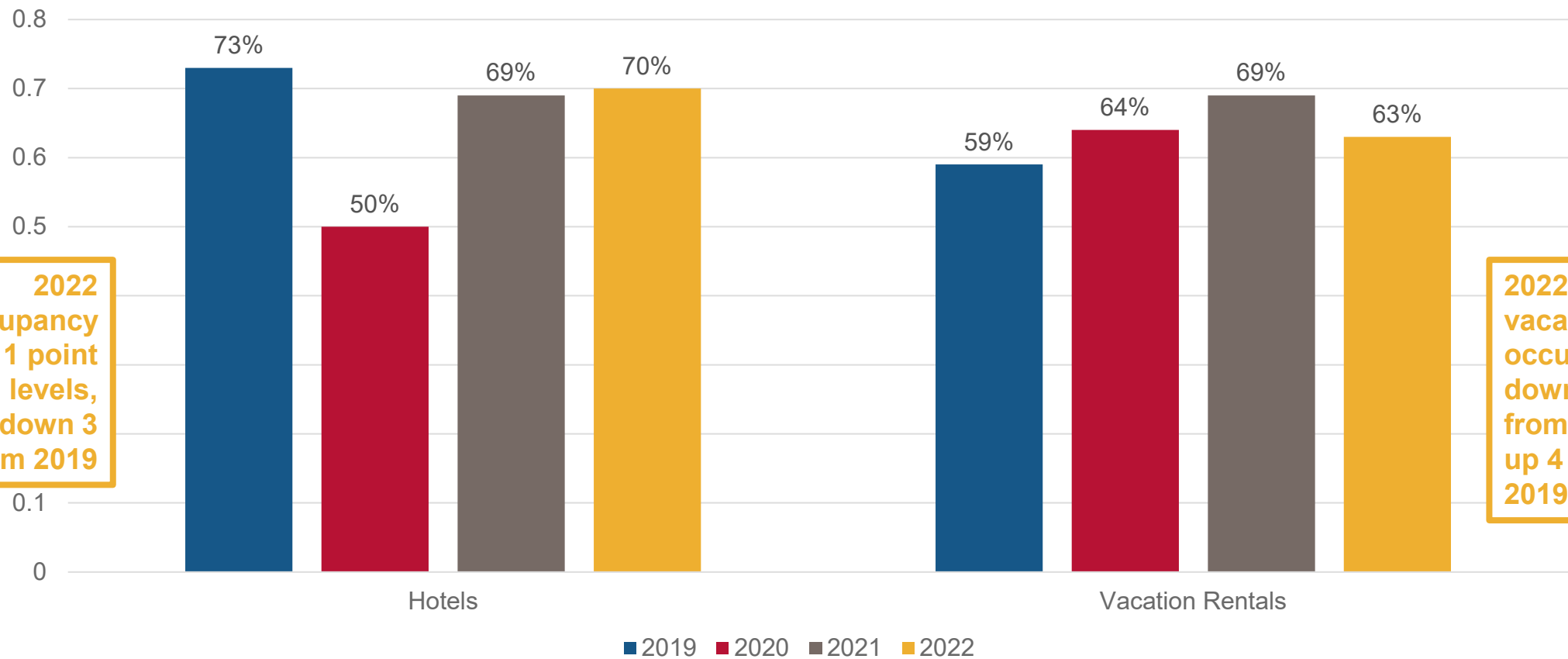
Questions/Discussion

PRESIDENT & CEO REPORT

VIC ISLEY
PRESIDENT & CEO

EXPLORE
ASHEVILLE
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

ANNUAL LODGING OCCUPANCY



2022
hotel occupancy
was up 1 point
from 2021 levels,
and down 3
points from 2019

2022
vacation rental
occupancy was
down 6 points
from 2021, and
up 4 points from
2019

WHY LODGING OCCUPANCY MATTERS

- While overnight visitors make up 37% of visitation, they contribute **73% of total visitor spending**, equaling \$1.9 billion in 2021
- The majority of visitor spending, nearly 70%, takes place **in local businesses** like restaurants, shops, tour providers, art galleries, attractions, etc. (not inside lodging facilities)

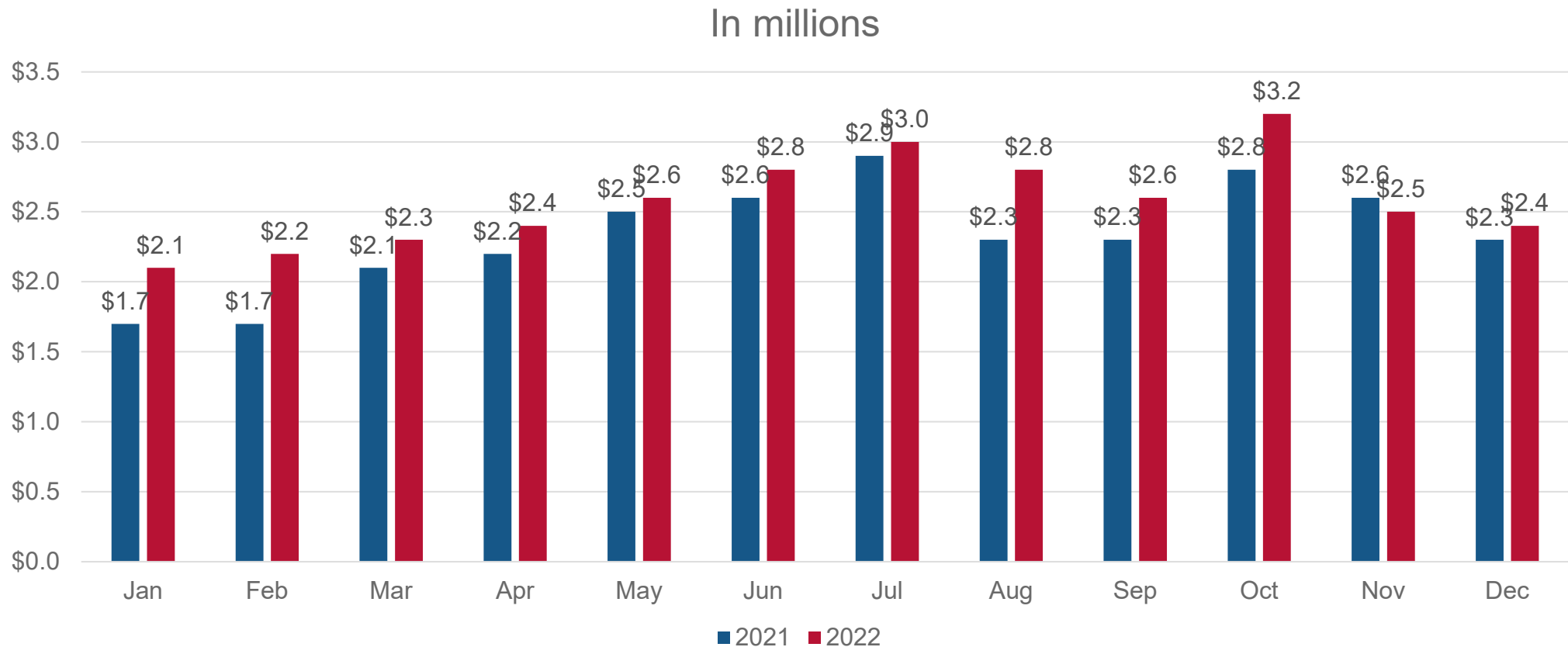
70%

2022 hotel occupancy

63%

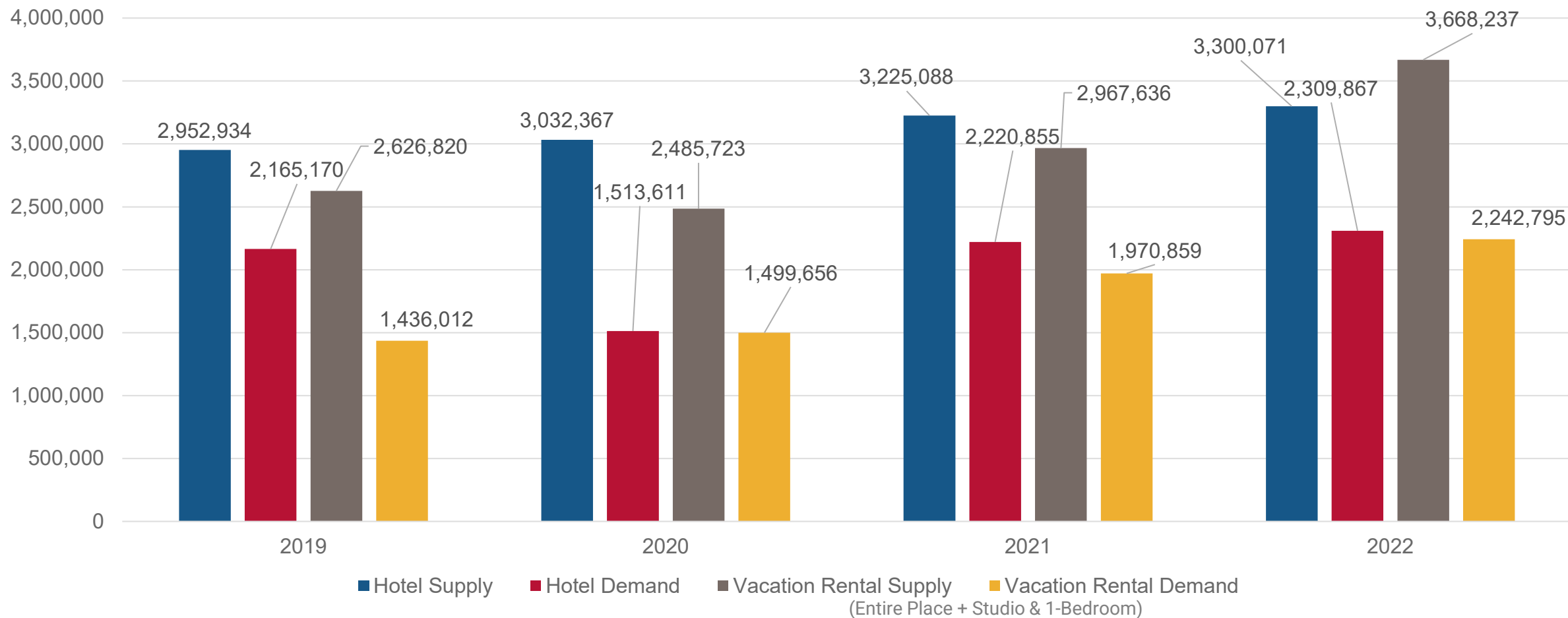
**2022 vacation rental
occupancy**

VISITOR SPENDING TREND 2021 TO 2022



Source: Zartico; Affinity Credit Card Data
Estimated 5% of credit card spend; for trend only

ANNUAL SUPPLY & DEMAND GROWTH

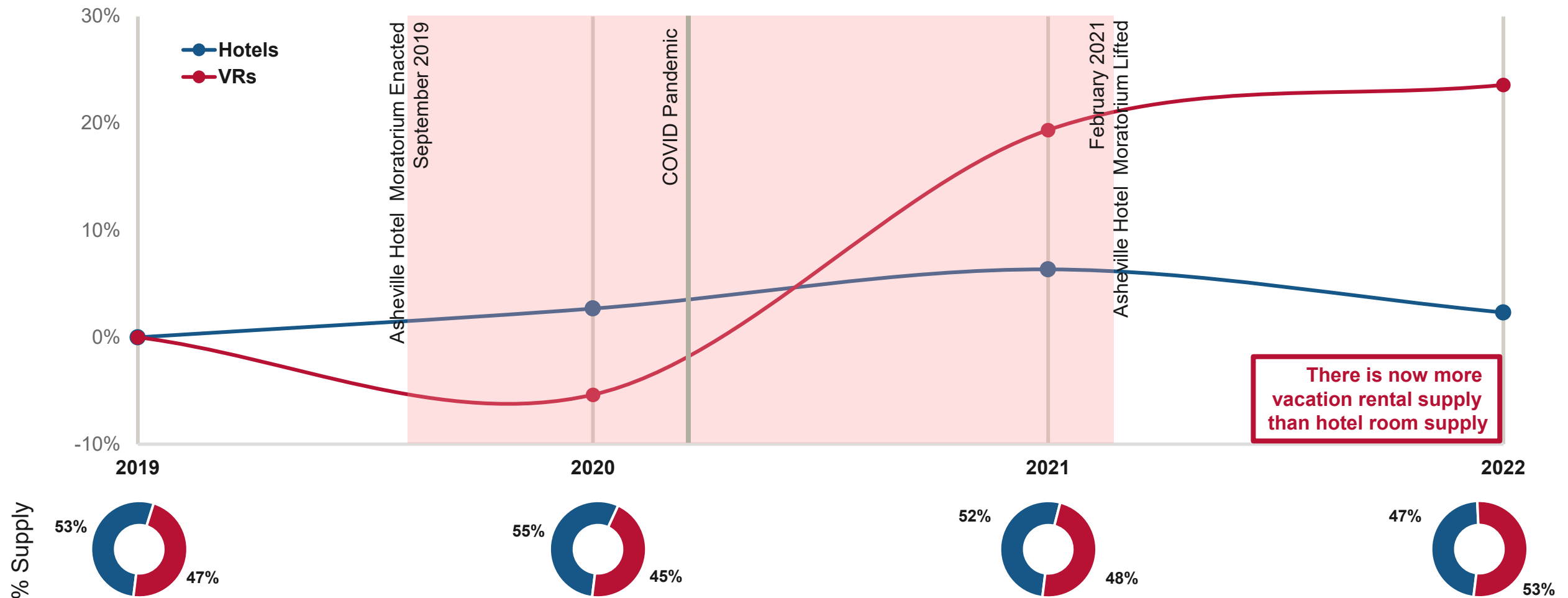


Source: BCTDA; STR; AirDNA

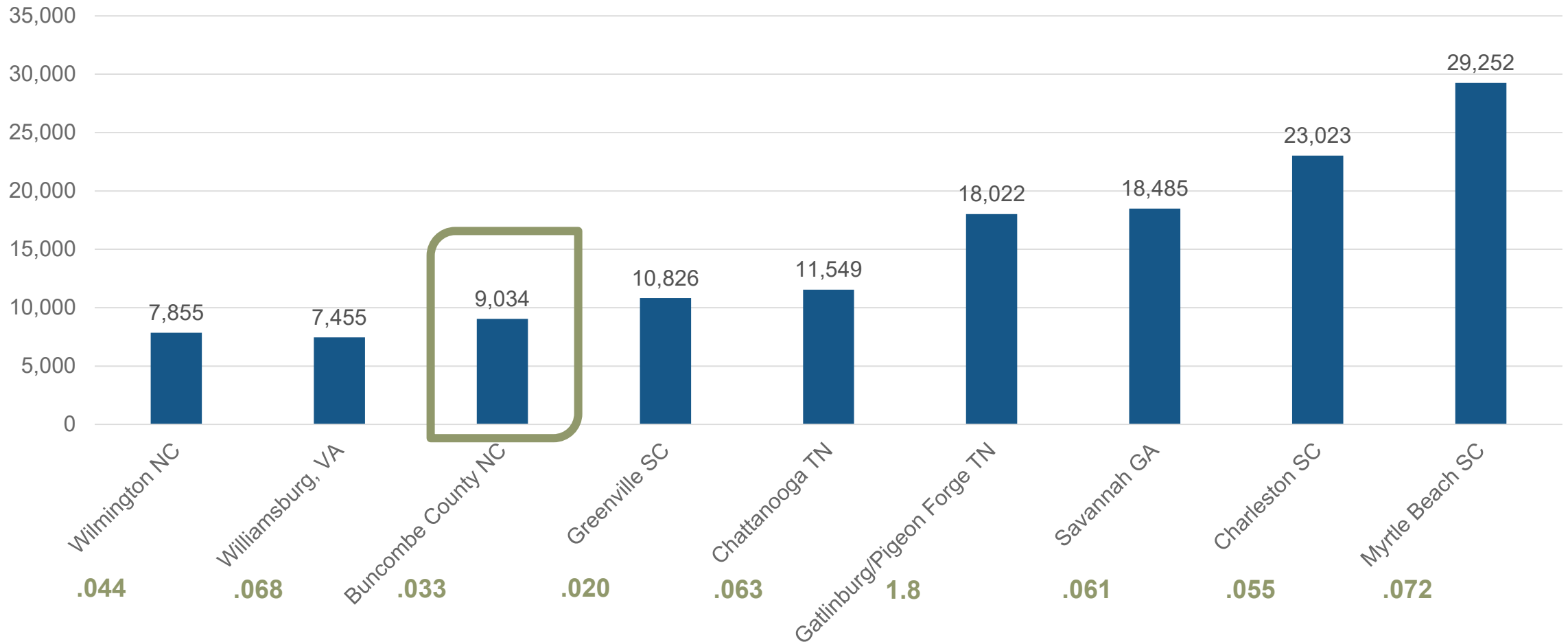
Room Demand = Total number of hotel rooms or rentals sold or rented (excludes complimentary rooms)

ANNUAL SUPPLY GROWTH

Year Over Year Growth in Supply of Hotels and Vacation Rentals



HOTEL ROOMS BY MARKET



Hotel rooms per capita

Source: STR Dec 2022

THE YEAR AHEAD RECAP



- Nearly 300 attendees joined inaugural event
- Celebrated annual Asheville Superstar Awards and 20 years of TPDF
- Panel topics included:
 - Tourism Product Development Fund projects
 - Biltmore Estate updates
 - Upcoming festivals and cultural events
 - Adaptive reuse for boutique lodging properties
- Debuted new aspects of Asheville's storytelling foundation

LODGING ON THE WAY IN 2023

The Mirror Hotel 18 Rooms		The Hyatt Place Asheville Airport South – 108 Rooms		Zelda Dearest Downtown – 20 Rooms			
FIRST QUARTER		SECOND QUARTER		THIRD QUARTER		FOURTH QUARTER	
The Restoration Hotel Downtown – 60 Rooms		The Flatiron Hotel Downtown – 71 Rooms		The Radical River Arts District – 70 Rooms		Embassy Suites by Hilton Downtown – 185 Rooms	

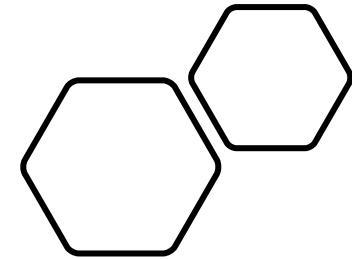
532 New Rooms Projected for 2023

ESTD  2022

THE RESTORATION

— ASHEVILLE, NC





The Perfect Blend Of Nature And Luxury

Mirror Hotel is an elevated travel experience, hidden away on 55 pristine acres just outside of Asheville, North Carolina.

With 18 luxury Mirror Cabins that literally blend into the natural landscape, Mirror Hotel delivers the restorative power of nature while providing the ultimate level of comfort and ease.

THE
Radical



ZELDA DEAREST
HOTEL



HS HATTERAS
SKY



UPCOMING FESTIVALS



SUPERSTAR AWARDS



2022 Superstars

- Congressman Chuck Edwards
- Senator Julie Mayfield
- Senator Warren Daniel (not pictured)

Each was recognized for their contributions to and support of the passage of House Bill 1057, which increased the allocation of lodging tax dollars for community projects in Buncombe County.

ONE-THIRD / TWO FUNDS

TOURISM PRODUCT DEVELOPMENT FUND (TPDF)

- Provide financial investment through grants for major tourism-related capital projects in order to increase patronage of lodging facilities in, and further economic development in, Buncombe County
- Only municipal partners or nonprofits are eligible to apply
- Guidelines (not legislation) require applicants to have other matching funding sources

LEGACY INVESTMENT FROM TOURISM FUND (LIFT)

- Provide financial investment through grants for tourism-related capital projects, including capital maintenance and project administration, design, restoration, maintenance, and rehabilitation as well as enhancement of natural resources and expansion of necessary infrastructure
- Only municipal partners or nonprofits are eligible to apply
- Committee and guidelines need to be created in the coming year

MEETING LOCATIONS UPDATE

Continuing offsite meetings each quarter:

- March 24 – BCTDA annual planning session at **The Grand Bohemian**
- June 28 – BCTDA joint regular meeting at **UNCA Sherrill Center**

- 
- **Monthly Highlights Report**
 - **Destination Dashboard**
 - **Questions?**

MARKETING UPDATE

MARLA TAMBELLINI
SENIOR VICE PRESIDENT OF MARKETING

NEW YEAR KICK OFF



Explore Asheville Linear Plan | New Year Timeframe

NETWORK	PROGRAM	# OF SPOTS	SPOT LENGHT	IMPRESSIONS
CNN	Anderson Cooper NYE Live	3	30 Seconds	2,952,000
ABC	Rose Bowl Parade	3	30 Seconds	14,262,000
CTV	NYE CTV Retargeting	n/a	30 Seconds	197,333
			TOTAL IMPRESSIONS:	17,411,333

ASHEVILLE

Start your 2023 bucket list
at ExploreAsheville.com



BUCKET LIST PROMOTION

Asheville Must-Do Bucket List for 2023

By [Asheville](#)



Start the new year off right by planning an unforgettable mountain experience to Asheville, NC. 2023 is set to be a standout year in Asheville with the openings of several highly-anticipated restaurants, new design-centric boutique hotels and culturally-rich experiences that will leave you both re-energized and yearning for more.

Check out the top 20 reasons why Asheville, North Carolina should be your bucket list destination for 2023.

Unforgettable Openings Make Asheville a Top Bucket List Destination in 2023

Forward-Thinking Food Culture, Design-Centric Hotels and Captivating Cultural Experiences Promise a Creative Renaissance in the New Year



The Mirror Hotel is anticipated to open Spring 2023 among other hotel openings in Asheville.
Credit: Mirror Hotel

ASHEVILLE, NC (Dec. 16, 2022) – 2023 is set to be an ever-evolving mountain city of Asheville, North Carolina. Anticipated restaurants led by James Beard-nominated chefs and culturally-rich experiences in the area. Asheville innovators and adventure-seekers continue to plan their bucket-list destination in the new year.

Chefs Dive Deeper into Regional and International

- Asheville's first Filipino and crowd-fund restaurant talked about dining experiences. Run by Chef James Beard-nominated chef, it has since garnered national acclaim and expression. Locovozzi keeps diners in traditional Filipino fare and Southern-inspired dishes crowned with seared foie gras.
- James Beard-nominated chef As promises to be a continuation of

ASHEVILLE



STORYTELLING UPDATE

Essence	Values	Promise	Experience	Voice
<div>We are</div> <div>Drawn Together</div> <div>to Stand Out.</div>	<div>CREATIVE</div> <div>DEEPLY-ROOTED</div> <div>INDEPENDENT</div> <div>COLLABORATIVE</div> <div>OPEN</div>	<div>Asheville draws you in,</div> <div>nurtures and inspires.</div> <div>She grounds us and</div> <div>propels us to never stop</div> <div>creating who we are.</div>	<div>Creators & innovators</div> <div>Nurturing by nature</div> <div>Roots that run deep</div> <div>Flowing in our own</div> <div>direction</div>	<div>COLORFUL</div> <div>GROUND</div> <div>ED</div> <div>UNAFRAID</div> <div>CONNECTED</div> <div>COMPASSIONATE</div>

A wide-angle landscape photograph showing a river winding through a lush, green forested valley. In the background, rolling hills and mountains are visible under a dramatic sky. The sun is setting on the right side of the frame, creating a bright glow and long, golden rays that stretch across the sky and reflect on the water. The overall mood is peaceful and scenic.

ALWAYS
ASHEVILLE

ASHEVILLE

Always,
ASHEVILLE

Always,
ASHEVILLE



WE ARE ASHEVILLE.

THE HEARTBEAT OF
THE BLUE RIDGE MOUNTAINS.

WHERE EMERGING IDEAS FLOW
AND THE CHANGING SEASONS
BRING ENERGY AND INSPIRATION.

DRAWING YOU IN AND
CALLING YOU BACK AGAIN.

YOU ARE WELCOME HERE.

Always,
ASHEVILLE

ExploreAsheville.com

[@VisitAsheville](https://www.instagram.com/VisitAsheville)



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EXPLORE
ASHEVILLE
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY



CONTENT PARTNERSHIPS

MEREDITH PARTNERSHIP

March 2023 - June 2023

Partnership includes:

- Custom Print
- Custom Articles
- Social Promotion
- High-Impact Display
- Co-branded Email
- PR Bonuses

Estimated Impressions:
16,110,000

FOOD & WINE



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TRAVEL+ LEISURE



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TRIPADVISOR PARTNERSHIP

Bluegrass Jam Session



Spring/Summer 2023

Partnership includes:

- Immersive Bluegrass Jam Sessions
- Branded Hub
- Branded Article
- Social Promotion
- Audio Ads
- Native Ads
- Display Ads



tripadvisor

PASSPORT PARTNERSHIP



Partnership includes:

Print

- Ask a Local Custom Print Advertorial
- Two-Page Custom Content Spread
- One Full-Page 4C Brand Ad

Digital

- Digital recreation of Ask a Local custom piece
- 100,000 Run of Site Banner Impressions
- PASSPORT Picks eNewsletter Sponsorships (5)
- Facebook Posts (3)

December 2022 - June 2023

Est. Impressions: 1,300,000

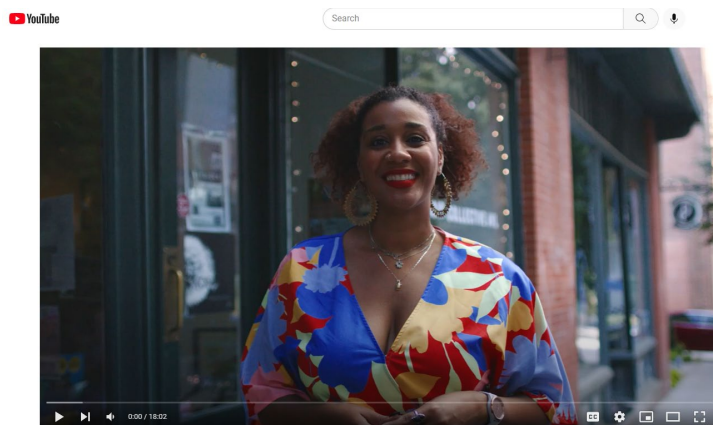


MARKETING PROJECTS

NOMADNESS MEETUP

NOMADNESS

- Where: Washington, D.C.
- When: February 18
- What: Explore Asheville & NOMADNESS Travel Tribe will host 20 BIPOC influencers and content creators for “Paint n’ Sip” experience
- Who: Led by Asheville artist Jenny Pickens



DC ROADSHOW

DC Roadshow

A Marketing & Sales Joint Promotion

February 15-16, 2023

THE EVENT

- Two separate events will be held on the rooftop of the Eaton Hotel in downtown Washington, D.C.
- **What Does Music Taste Like?** is a multi-sensory culinary experience that uses the science of sound to physically alter flavors
- Edible and musical components both have Asheville ties
 - Feb. 15 – Meeting planners and meetings media
 - Feb. 16 – Media, freelance writers, and influencers

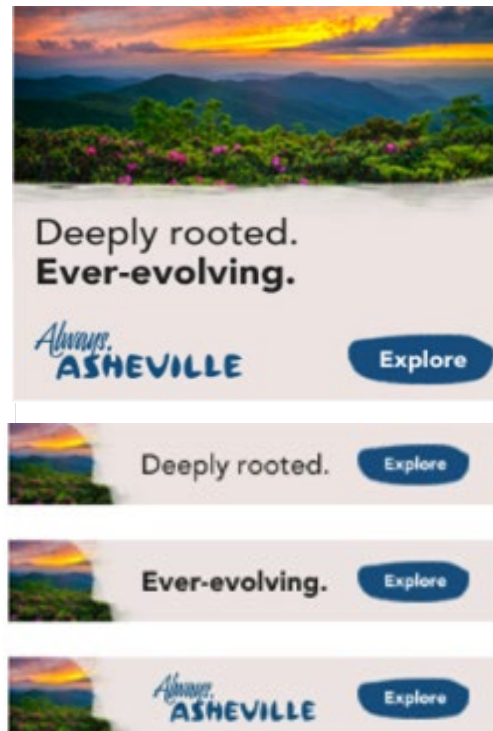


DC ROADSHOW OOH

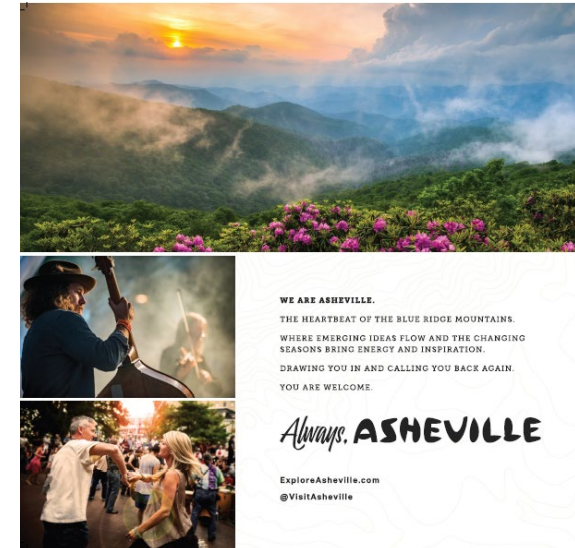
Double Decker Vinyl Bus Wrap



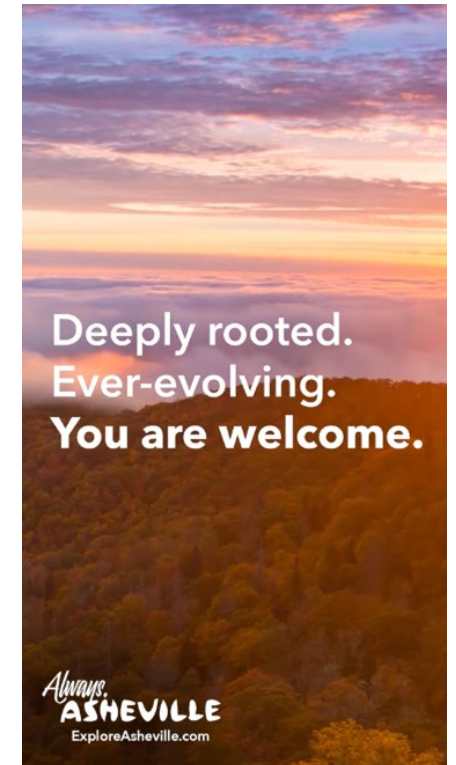
Digital Geofencing Banners



OOH Metro Railcar Cards



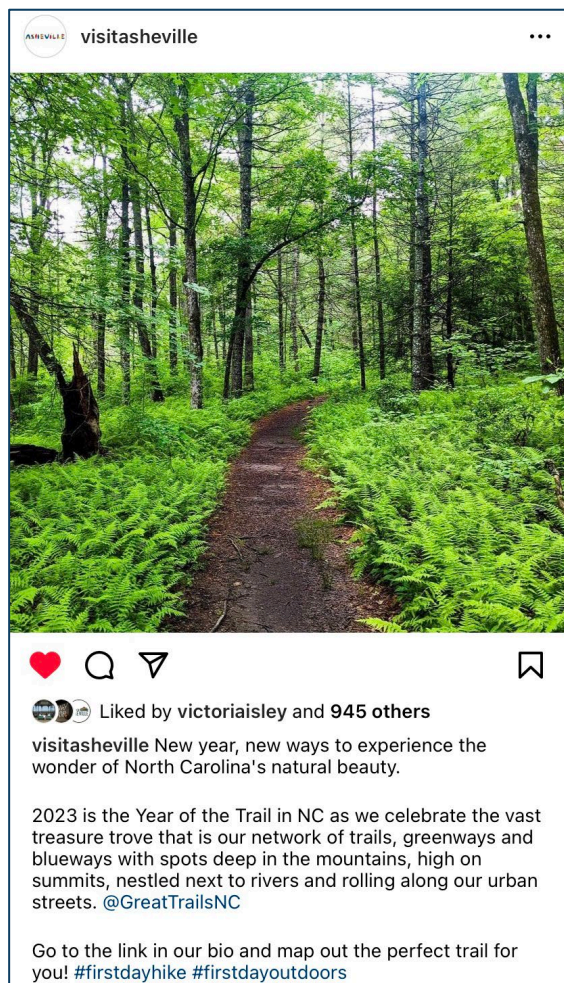
Digital Live Board Video



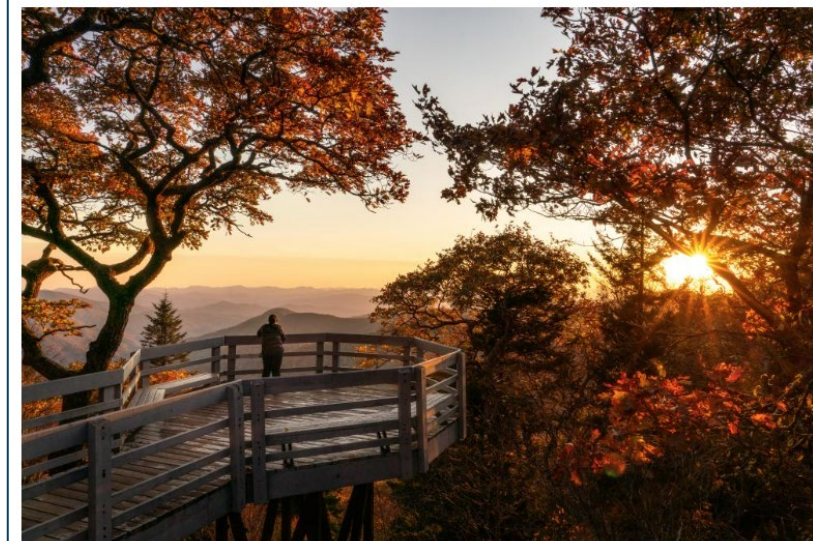
City Tourist Bus Wraps, Digital Live Boards, Metro Railcards, Geofence Display Banners

Estimated Impressions: 6,897,180+

YEAR OF THE TRAIL



Celebrate "The Year of the Trail" with New Trails + Outdoor Experiences



2023 marks a significant milestone with the largest celebration of outdoor recreation in North Carolina's history through its "Year of the Trail" campaign.

14. From hiking and biking to paddling and horseback riding, there are hundreds of trails to explore near Asheville. With 2023 officially designated the Year of the Trail in North Carolina, visitors can pick their path to recharge in nature, including new and lesser-known trails, and waterfall hikes. Noted for its scenic beauty, the famed Blue Ridge Parkway also offers ADA accessible trails and attractions for all mobility levels.



PUBLIC RELATIONS

TRAVEL MEDIA MARKETPLACE

TravMedia International Media Marketplace (IMM)

- On January 25, TravMedia International Media Marketplace (IMM) will take place in New York City, welcoming hundreds of top travel media
- PR team secured 24 one-on-one meetings with reporters that contribute to Conde Nast Traveler, Hemispheres, National Geographic, Wall Street Journal, Afar, Food & Wine, USA Today 10Best, etc.



MEDIA VISITS

Media Visits to Destination

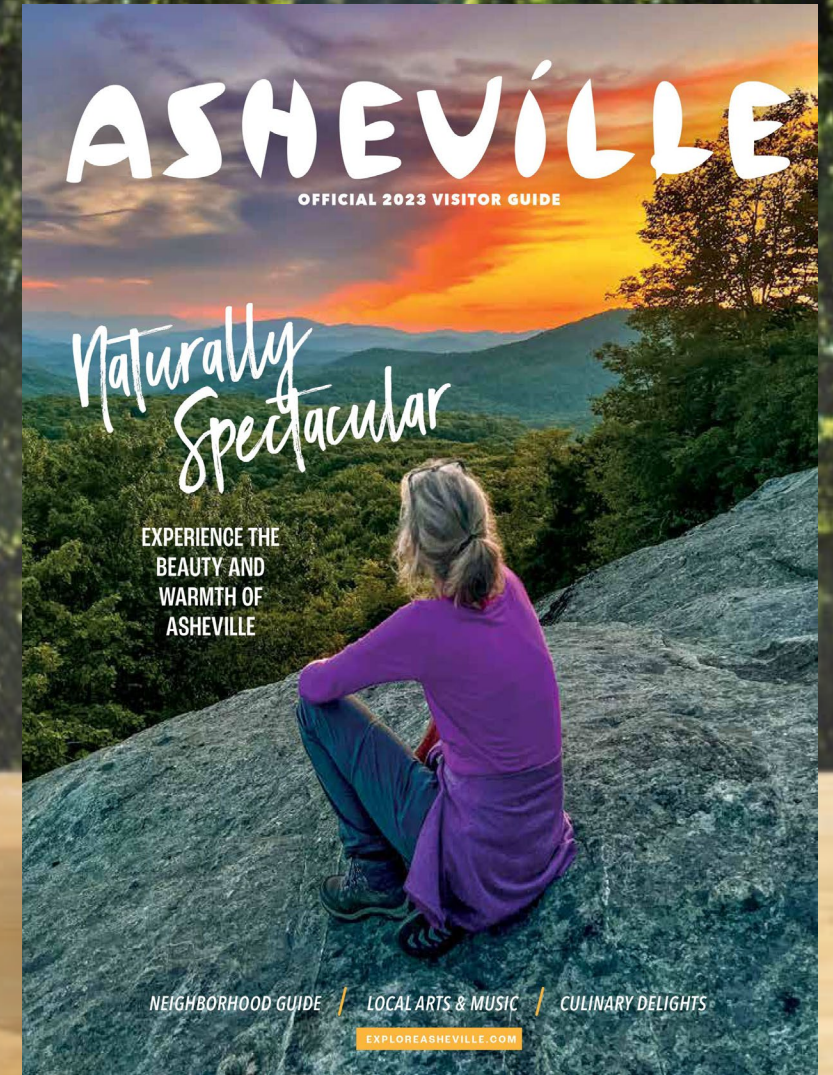
- **“3 Laps of Luxury” FAM in partnership with Visit NC:**
 - Team will host 5 national travel writers from publications such as Travel + Leisure, Real Simple and Departures on March 6-8
 - Media will stay at The Omni Grove Park Inn and participate in the Visit NC Media Marketplace
- **Upcoming individual media visits:**
 - Monica Michael Willis | Food Network Magazine
 - Noah Lederman | Barron’s, VinePair, Popular Science
 - Scott McConkey | MSN
 - Stratton Lawrence | Fodor’s



Take a copy of the New 2023 Visitor Guide



Circulation: 300,000 printed



CITY COUNCIL UPDATE

Councilmember Sandra Kilgore

Asheville City Council Update

BC COMMISSION UPDATE

Commissioner Terri Wells

Buncombe County Commission Update

MISCELLANEOUS BUSINESS

Chair Kathleen Mosher

LIVE VIRTUAL PUBLIC COMMENTS

Chair Kathleen Mosher

Members of the Public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting.

As of the 12:00 p.m. registration deadline on Tuesday, January 24 no requests to speak had been received.

IN-PERSON PUBLIC COMMENTS

Chair Kathleen Mosher

Upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments completed the Public Comment Sign-In Sheet, affirming they agree to abide by the Rules of Decorum.

IN-PERSON PUBLIC COMMENTS

Public Comments

ADJOURNMENT

Chair Kathleen Mosher

- Motion for Consideration:
 - Motion to adjourn the BCTDA meeting
- Motion Second
- Discussion
- Vote

NEXT BCTDA MEETING



Thanks for attending!

The next BCTDA meeting:

Wednesday, February 22, 2023 | 9:00 a.m.

Explore Asheville Board Room

27 College Place | Asheville